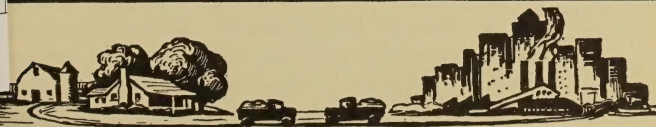



AND SO THEY MEET

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U.S. DEPARTMENT of AGRICULTURE
AGRICULTURAL ADJUSTMENT ADMINISTRATION



Farmers and City People: Both Producers—Both Consumers

"WE ARE the producers," said the farmer and his family.

"Our crops and livestock feed you; our cotton and wool clothe you."

"We are the producers," said the city workers.

"We make the clothes you wear, the machines you use in your fields, and the furnishings and equipment of your houses and your barns."

And they were both right. Not only farm families and city workers but all men and women who are worth their salt are producing something of value for others.

Not only that, but all persons, whether worth their salt or not, are consumers. They must eat, or they will die; they must have shelter from the weather; they must have professional services.

They are all producers—and they are all consumers.

"If only you'd buy more of the things we raise on the farm at better prices, we could make a better living," persisted the farm family.

"If you'd buy more of the things we help to make at better prices, we could buy more from you," replied the city workers.

There you have it! They are utterly dependent upon each other—these producers and consumers. What's good for one is good for the other; what's bad for one is bad for the other.

This is the way it works. If the farmer sells his products when prices are low, his income will be just enough to take care of

living expenses. There won't be any money to buy a tractor for field work, a stove for the kitchen, or hay slings for the barn. And so the city worker, who makes these things, will have less employment; with the result that he won't be able to pay as much for food or fiber from the farmer.

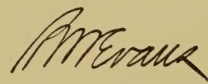
If the farmer fares badly, so does the factory worker, the doctor, the dentist—everyone, in fact, to whom he sells and from whom he buys. It works the other way round, too. If the city worker is unemployed, all the rest suffer, too.

A pity, isn't it! There is an abundance of food and clothing, an abundance of labor, plant, machinery, and capital to produce the things we want, an abundance of professional services.

When an abundant production meets a curtailed ability to buy, there is loss on both sides.

When an abundant production meets an abundant ability to buy, there is balance and prosperity on both sides.

The Agricultural Adjustment Administration is at work on this problem. It is interested in both sides of the problem. It works primarily, of course, to increase the income of the American farmer. With a better income the farmer can buy more goods—buy what the city worker produces, pay for needed services of professional men. And they will, in turn, be able to buy more from him.



Administrator.

"There is a point of balance . . . where the welfare of both the farmer and the consumer is best served. And it is that point of balance that we are working toward. That is what the agricultural adjustment program is all about."

—Secretary of Agriculture HENRY A. WALLACE.

Producer-Consumer Leaflets

This is the first in a series of 12 leaflets dealing with the various ways in which the problems of farmers and city people are related. The following is the complete list of leaflets in the series:

- PC-1 And So They Meet.**—Farmers and city people: Both producers—both consumers
- PC-2 The Things We Want.**—Making abundance work for all our people
- PC-3 On Tired Soil.**—Poor soil means poor people on the farms and in the cities
- PC-4 Two Families—One Farm.**—Stable tenure means better producers and better consumers
- PC-5 To Buy Abundantly.**—Producers of abundance deserve to be consumers of abundance
- PC-6 Plenty.**—Avoiding the scarcity of famine and overabundance
- PC-7 Between You And Me.**—The distributor's place in production and consumption
- PC-8 None Shall Go Hungry.**—Making abundance work for low-income families
- PC-9 Grow Your Own.**—Better home living means better production and consumption
- PC-10 The Magic Carpet.**—Protection for grassland is protection for cities
- PC-11 The Farm Home And AAA.**—Better farm income means better farm homes
- PC-12 Country Life And AAA.**—A permanent security for farm and city

Copies of this leaflet and others in this series may be obtained upon request from the Agricultural Adjustment Administration, U. S. Department of Agriculture, Washington, D. C.

Reference Suggestions

The material in this leaflet is based on facts presented in various Governmental studies and publications, including:

- "Producer Goals and Consumer Goals."—G-65 Agricultural Adjustment Administration, U. S. Department of Agriculture.
- "City Pocketbooks and the Farmer."—G-73 Agricultural Adjustment Administration, U. S. Department of Agriculture.
- "Urban Dependence on Farms Many-Sided."—Report of the Secretary of Agriculture, 1938, Pages 12-13. U. S. Department of Agriculture.